

Message Text

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46

ACTION AGR-10

INFO OCT-01 EUR-12 ISO-00 EB-07 COME-00 USIA-15 /045 W

----- 075035

P R 281058Z APR 75

FM AMEMBASSY BUDAPEST

TO SECSTATE WASHDC PRIORITY 3070

INFO AMEMBASSY BELGRADE

AMEMBASSY VIENNA

UNCLAS BUDAPEST 1201

STATE PASS AGRICULTURE FOR BELNITZ FAS/W ETSD

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: U.S. PARTICIPATION IN BUDAPEST FALL AGRICULTURAL FAIR

1. THUROCZY AND NELSON DISCUSSED SUBJECT OF U.S. PARTICIPATION IN BUDAPEST FALL AGRICULTURAL FAIR WITH FAIR ORGANIZER HUNGEXPO APRIL 24. ESTIMATED COST FOR FAS FAIR PARTICIPATION \$8,000. THIS WOULD INCLUDE RENTAL OF 48 SQ METERS FLOOR SPACE, DESIGN, CONSTRUCTION (USING MODULAR UNITS), ALL NECESSARY FURNITURE, BAR AND SMALL KITCHEN, UTILITIES, PHONE (INCLUDING 300 LOCAL CALLS), A LOCAL STAFF OF FOUR, CLEANING SERVICES, AND FLOWERS FOR THE STAND.

2. AGATT CAN SPEND LIMITED TIME IN BUDAPEST TO SUPPORT EXHIBIT. EMBASSY BUDAPEST ECONOMIC/COMMERCIAL STAFF ALSO WILLING TO ASSIST IN ANY WAY POSSIBLE BUT WILL ONLY BE ABLE TO LEND LIMITED SUPPORT AS STAFF SMALL AND WILL BE IN MIDST OF PERSONNEL TURNOVER. THEREFORE, AGATT AND EMBASSY BELIEVE FAS MANAGEMENT OF EXHIBITION ESSENTIAL TO INSURE WELL-RUN, EFFECTIVE PAVILION. IF FAS/W DECIDES TO EXHIBIT, REQUEST CABLE BE SENT TO AGATT VIENNA AUTHORIZING RENTAL OF 48 SQ METER SPACE FOR PAVILION. AUTHORIZATION NEEDED SOONEST IN ORDER TO OBTAIN DESIRABLE LOCATION IN HALL A. EMBASSY STRONGLY URGES FAS PARTICIPATION IN FAIR IN INTEREST OF CONTINUATION AND EXPANSION OF HUNGARY'S

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SIZABLE IMPORT PROGRAMS FOR U.S. AGRICULTURAL COMMODITIES

AND LIVESTOCK.

3. PLEASE INFORM US IF HOLSTEIN-FRIESIAN PLANS PROMOTIONAL
EFFORT FOR HEREFORDS OR IF REPRESENTATIVE HEREFORD ASSN
PLANS TO PARTICIPATE IN FAIR EXHIBIT.

MCAULIFFE

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